



Rita Moreno <rita.moreno@lacity.org>

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## Venice Beach BID: update

11 messages

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Tara Devine <tara@devine-strategies.com>

Thu, Jun 9, 2016 at 6:03 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Dear All:

While nothing is guaranteed, I have very strong reason to believe that we will clear petition (minus the not-yet-executed City petitions) very soon. Due to commitments (just the ones I find highly credible) and signatures in process now, I think there is a 90% chance that we will clear it sometime between this Friday 6/11 and next Friday 6/17.

**We would really love to see the Ordinance of Intention (OOI) completed before Council's summer recess if at all possible.** I believe their last meeting prior to recess will be on **July 1** (and we may need to go to ED Committee first.)

Looking ahead, to keep that possibility viable, I would like to request your assistance with two items now:

- that the City begin preparing its petitions for signature
- we previously sent a revised database (version dated 2016.05.24) and a written explanation of some corrections discovered/made during the petition stage (subdivided parcels/replaced APNs etc.); overall, they result in a very small decrease in the budget (less than \$8K.) **If the 5/24 database can be verified/okayed by the Clerk fairly soon, it will allow us to edit the MDP and ER and be ready promptly with the updated versions for the OOI.** We have found no other changes since 5/24/16.

FYI -- I also believe that Venice will end up exceeding 50%+\$1 by a healthy margin. We will continue to accrue a lot more petitions over the next several weeks. We have many conversations in progress that are gradually bearing fruit, and we are also scheduled for Metro at the end of the month.

**Miranda/Rita** - when the petition threshold is certain, I will reach back out to you regarding OOI scheduling/coordination. If there is anything you wish me to do now to prep for it other than the MDP/ER revisions, just let me know.

Thank you all for the hard work you do that allows us to do the rest!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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Rita Moreno <rita.moreno@lacity.org>

Fri, Jun 10, 2016 at 12:49 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Hi Tara,

I did not receive the revised database, though I'm sure Dennis and his team are working on it. Can you forward the email to me for reference? Rick is helping so we hope to get everything ready for Council soon.

Thanks.

Rita

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

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**Tara Devine** <tara@devine-strategies.com>

Fri, Jun 10, 2016 at 1:02 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Yes, thank you both very much! I will forward the database to you and to Rick.

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**Miranda Paster** <miranda.paster@lacity.org>

Wed, Jun 15, 2016 at 10:16 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rick Scott <Rick.Scott@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Hello.

Sounds like its working well. The consultant is responsible for submitting the petitions for City parcels to us for signature. Have you submitted them to us? We will forward them to Executive Management for signature.

After the petition level is reached the BID Analyst, Rita, will prepare the City Clerk report and Ordinance of Intention for City Atty signature. After City Atty and City Clerk signatures are obtained, the report will be placed in the Council file Management System and wait for the Economic Development Committee's consideration and then Council consideration.

Thank you.

On Thu, Jun 9, 2016 at 6:03 PM, Tara Devine <tara@devine-strategies.com> wrote:

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Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacity\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacity_026712.png)

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 11:00 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

I will re-send the City petitions. City and state were previously emailed but perhaps not to all on this list.

Thanks!

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Wed, Jun 15, 2016 at 3:53 PM

Tara,

In the event we didn't point this out previously, there is an inconsistency with the assessment rate for building area. The Engineer's report erroneously states "\$0.8 per square foot" rather than "\$0.08 per square foot" in the first and second paragraphs of page 6 (v 1.3.2).

Thanks.

Rita

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Rita Moreno  
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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
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**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Wed, Jun 15, 2016 at 4:06 PM

We will add that to some assorted corrections I have from my last meeting with Rick & Miranda. Good catch - thank you.

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Fri, Jun 17, 2016 at 5:14 PM

One more under "District Boundary Description."

Page 8 of the Engineer's Report dated March 17, 2016 (v.1.3.2), near the top of the page and following the description related to APN [4238010009](#), states that there is an unnamed alley that runs immediately west of and parallel to Main Street. However, I believe the unnamed alley runs immediately east of and parallel to Main Street.

Please confirm and make any needed corrections.

Thanks.

Rita

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Fri, Jun 17, 2016 at 6:55 PM

TY, I will double-check this. There was one error like this in an earlier version that we corrected. There are so many unnamed alleys in this area - it was a really challenging boundary description to write!

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**Tara Devine** <tara@devine-strategies.com>

Mon, Jun 20, 2016 at 10:23 PM



To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Rita - you were right on both of your edits. They have been corrected. We have made all the text edits in hopeful anticipation of finally resolving the database with Garen tomorrow. Once that happens, we can replace all of the charts and update many of the numbers that appear throughout the ER and MDP.

If all goes as agreed, I believe we can submit the revised MDP and ER sometime on Tuesday (as early as possible, although it could be after business hours depending on how soon we resolve the dbase.)

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Tue, Jun 21, 2016 at 7:28 AM

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Okay, thanks.

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